

FIG. 1

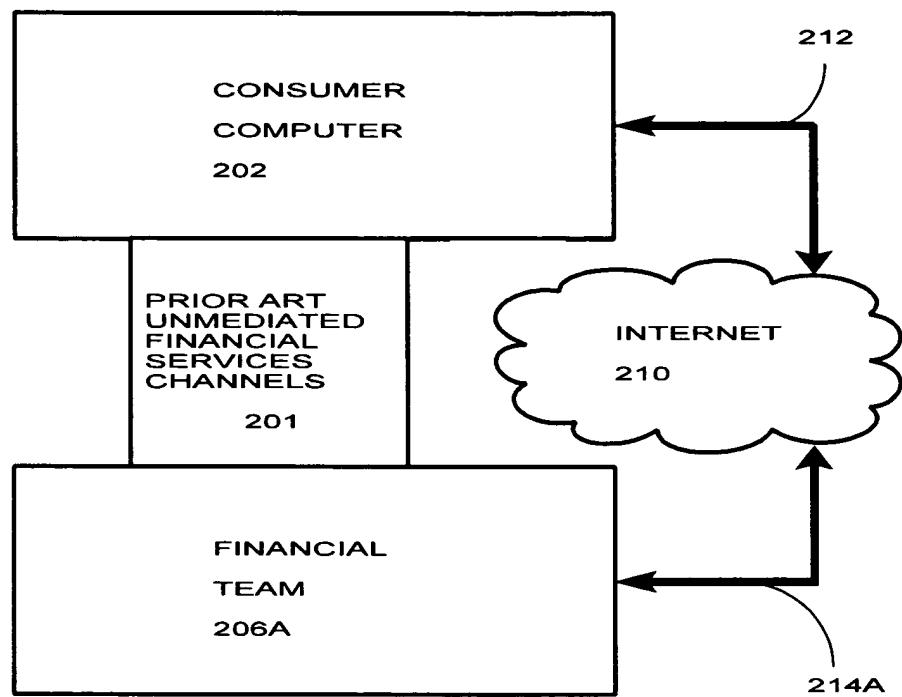


FIG. 2 PRIOR ART

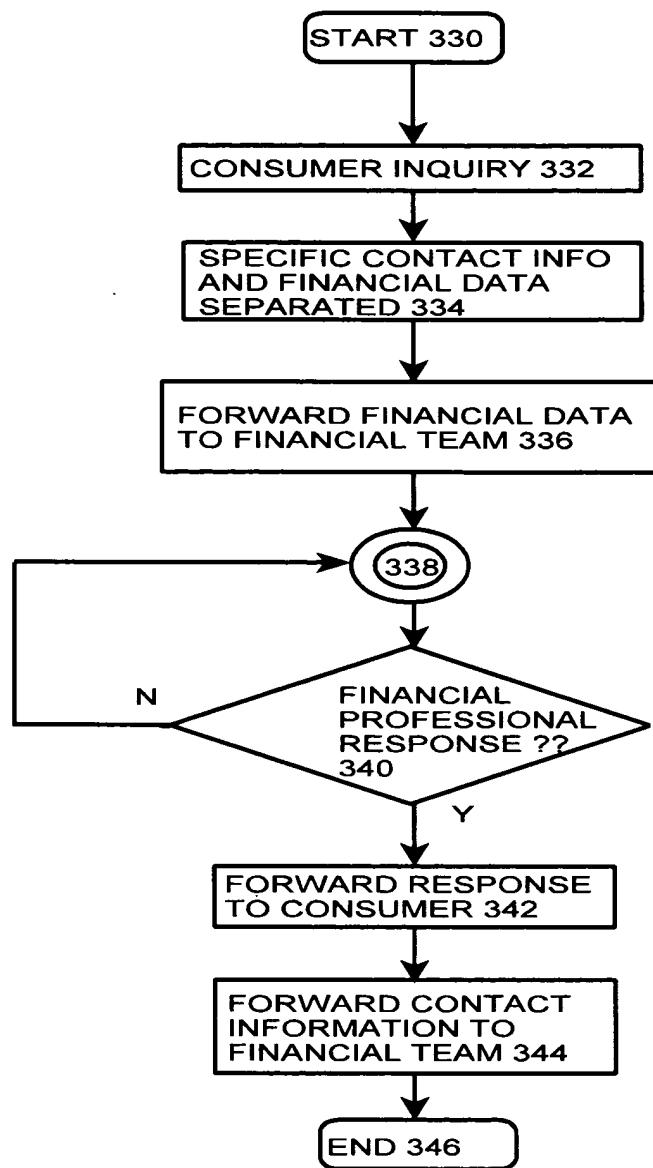


FIG. 3

404

402 — Consumer Responses To Loan Officer Offers

Loan Officers in Dispatch
 /  - Indicates Best/Worst Values

Deleted Loan Officers
 /  - Indicates Best/Worst Values

406

408

Loan Officer Name	Total # Leads	Total # Consumers Sent Offer	Percent Consumers Responded	Total # Offers Accepted	Percent Offers Accepted	Total # Offers Declined	Percent Offers Declined	Total # Requested Info	Percent Requested Info
Clark,	58	9	2	22.22%	1	11.11%	0	0.00%	1
Dew,	57	17	2	11.76%	1	5.88%	0	0.00%	1
Gordon,	1	0	0	—	0	—	0	—	—
Ortagus,	1	0	0	—	0	—	0	—	—
Walker,	59	12	1	8.33%	1	8.33%	0	0.00%	0
Wibbling,	64	62	8	12.90%	2	3.23%	2	3.23%	4
Wilkinson,	58	27	7	25.93%	3	11.11%	1	3.70%	3
TOTALS:	298	127	20	15.75%	8	6.30%	3	2.36%	9
									7.09%
									423
									428
									430

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Run This Report Again

Close This Report

DATE GENERATED: 11/11/2003
 TIME SPAN: 2 DAYS

FIG. 4

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